A Bold New Public Health Approach for California

“Alzheimer’s is the most under-recognized threat to public health in the 21st century.”

-Dr. David Satcher, former U.S. Surgeon General and former Centers for Disease Control and Prevention (CDC) Director

Healthy People 2020 Nationwide Objectives

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<th>DIA-1</th>
<th>Increase the proportion of adults aged 65 years and older with diagnosed Alzheimer’s disease and other dementias, or their caregiver, who are aware of the diagnosis</th>
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<td>DIA-2</td>
<td>Reduce the proportion of preventable hospitalizations in adults aged 65 years and older with diagnosed Alzheimer’s disease and other dementias</td>
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Why Public Health?

The Burden is Large

2.2 million Californians are directly impacted by Alzheimer’s, either personally living with dementia or providing care and support for a loved one with the disease.

Why Public Health? There are ways to intervene

Less than half of all people affected by Alzheimer’s disease have been diagnosed by a physician. Even fewer have been informed of their diagnosis.

Why Public Health? The Impact is Major

$341,840

The estimated lifetime cost of care for an individual with Alzheimer’s disease is $341,840 – more than the median home price in Sacramento, CA.

#KNOWBRAINER
“And we can’t talk about aging without focusing on Alzheimer’s.”
Governor Gavin Newsom

Specific California Goals

- Increase public awareness of signs and symptoms of dementia
- Improve early detection and timely diagnosis of Alzheimer’s
- Target outreach to individuals and communities at high risk (e.g., African American, Asian-Pacific Islander, Latino and women) with strategies to reach underserved and under-represented populations (e.g., LGBTQ, rural, live-alone, younger onset)

Goal #1: Increase Public Awareness

82% of seniors say it’s important to have their thinking and memory checked.

But only 16% say they receive regular cognitive assessments.

AB 388 (Limón): Adopt CDC Healthy Brain Initiative in California
Goal #2: Improve Detection & Diagnosis

Goal #3: Target Outreach

Public Health: For all affected by Alzheimer’s